



## City Profile

Round Rock City Council  
City Organization Chart  
Location  
History of Round Rock  
City Highlights





Rufus Honeycutt  
*Place 1*



Alan McGraw  
*Mayor*



Joe Clifford  
Mayor Pro-Tem  
*Place 3*

## Round Rock City Council



George White  
*Place 2*



Carlos T. Salinas  
*Place 4*



John Moman  
*Place 5*

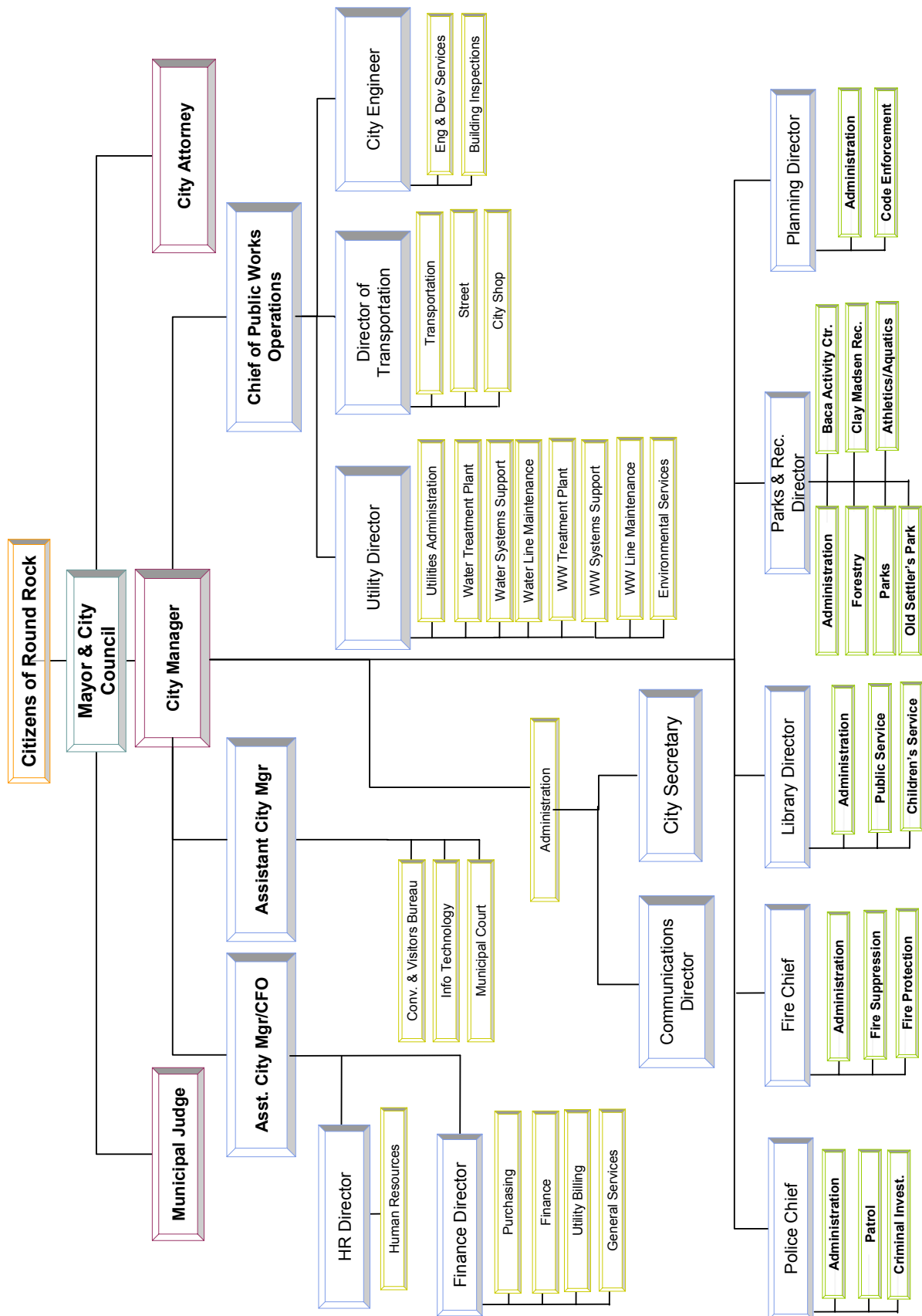


Kris Whitfield  
*Place 6*





# City Organizational Chart

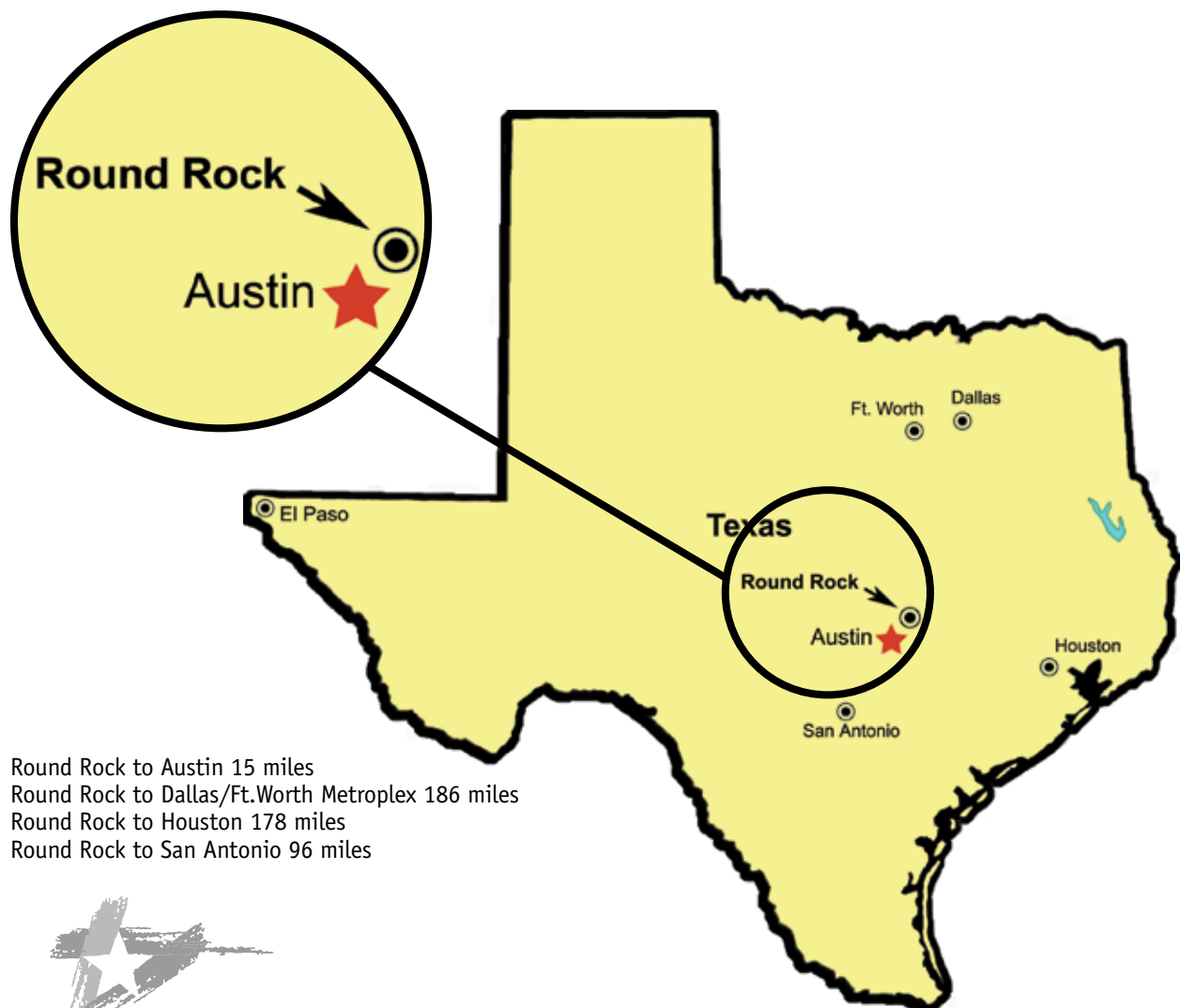


## LOCATION

Round Rock is located fifteen miles north of downtown Austin on Interstate Highway 35. This location places our city within three hours driving time of ninety percent of the population of the State of Texas. This population, of over twenty-four million people, provides an exceptional market for firms located in Round Rock.

Our location, within minutes of downtown Austin, provides ready access to the State Capitol; multiple colleges and universities including the University of Texas; several large hospitals and medical educational facilities; a long list of high tech industries including Dell; and a civilian work force of over 900,000 within the Austin MSA (source: [www.austinchamber.com](http://www.austinchamber.com)).

The Texas Hill Country and the Highland Lakes are within minutes, providing residents easy access to some of the best outdoor recreation in Texas.



Round Rock to Austin 15 miles  
Round Rock to Dallas/Ft.Worth Metroplex 186 miles  
Round Rock to Houston 178 miles  
Round Rock to San Antonio 96 miles



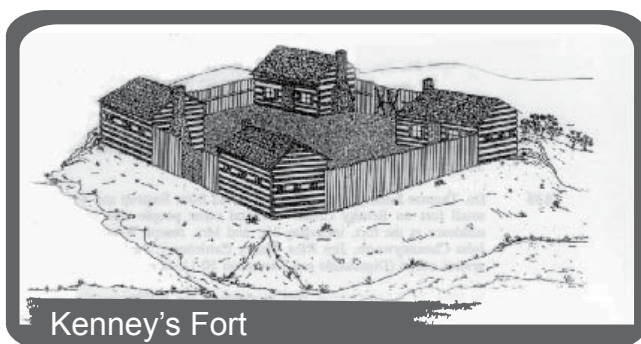
**ROUND ROCK, TEXAS**  
PURPOSE. PASSION. PROSPERITY.

# HISTORY OF THE CITY OF ROUND ROCK

In the more than 150 years since its “birth,” Round Rock has been home to cowboys, famous outlaws, lawmen, entrepreneurs, businessmen, and Texas heroes. Today, Round Rock hosts retail malls, high tech manufacturers, several hospitals and college campuses. The City’s story has been very colorful and challenging as outlined below.

Despite the danger of Indian attack, which occurred regularly throughout the 1840s, and threat of invasion from Mexico, settlers in the Round Rock/Brushy Creek area grew in number, and in 1848 voted to form Williamson County out of the Milam District. The continuing influx of settlers led to the establishment of the “Brushy Creek” Post Office in 1851, which, at the urging of Postmaster Thomas C. Oatts, was renamed Round Rock in 1854.

By the time of the Civil War, the population of the Round Rock area had increased to approximately 450 persons in over twenty different occupations, including an attorney, two blacksmiths, a Texas Ranger, fifty farmers, one school-teacher, and two preachers. In January 1861, Williamson County was one of three Texas counties that voted against secession from the Union. Despite their reluctance to secede – and in many recorded instances an aversion to slavery – 353 men from Williamson County were known to have served in the Confederate army.



In the years following the Civil War, from 1867 through the 1880s, Round Rock became a stop on the famed Chisholm Trail, as cowboys anxious to herd their longhorns to markets in Kansas drove their steers through Brushy Creek and past the round, table-topped rock which served as a signpost north. Railroads soon followed the cattle trails, and in 1876 the existing town moved about 1 mile east to take advantage of the newly constructed International and Great Northern Railroad line, and the “New” Round Rock was born.

Today, the “Old Downtown” section of the “New Town” still contains many historic structures and is the centerpiece of an evolving historical, cultural, recreational, and commercial area. In 1878, the infamous outlaw Sam Bass was mortally wounded in a shootout with town deputies while attempting to rob a local bank. John Wesley Hardin, known as the “fastest gun in the west,” was an 1870 graduate of the Greenwood Masonic Institute. And Mrs. Mable Smith’s son “Soapy,” went on from Round Rock to become the “greatest con man in Alaska” during the Klondike Gold Rush of 1898.

But Round Rock has had its share of luminaries as well. Washington Anderson, one of the heroes of the battle of San Jacinto, called Round Rock home, as did Texas Rangers Ira Aten, Dudley Snyder Barker, Captain Fred Olson, and the famous frontiersman, soldier, hunter and entrepreneur, Captain Nelson Merrell. Anna Hurd Palm, for whom “Palm Valley” is named, typified the pioneer spirit of early settlers who braved Indians, disease, and deprivation to carve out a home on the frontier. Entertainer Vander Barquette Broadway was singled out by Noel Coward as one of the greatest artists of the pre-depression era and was the toast of Parisian society during the 1920s and 30s.

Infused with the same energy driving its more distinguished sons and daughters, Round Rock citizens first voted to incorporate in 1877, and in 1878, Mr. W.T. Smith served as the City’s “Worthy Mayor.” The City was incorporated in its present state in 1913, and Jack Jordan was elected the first Mayor. Serving as the first City Council Members were: John A. Nelson, Dr. W.G. Weber, E.J. Walsh, J. A. Jackson, W. A. Gannt, and A.K. Anderson. The newly formed City Government promptly began improving utilities, services and streets. Telephone service began operation in the early 1900s. In 1913, the first streetlights and speed limit signs (12 mph) were installed, and citizens voted for the incorporation of Common School District #19.



## City Profile

### History of Round Rock

Local fire protection, which had been first organized as a volunteer hose and hand pump company in 1884, received a boost from the 1913 City incorporation and used the additional tax revenue to purchase an engine and pump and chemical equipment in July of the same year. In 1918, the City granted a license to Mr. S. E. Bergstrom to operate an electric plant, which provided electricity to Round Rock until 1927, when the Texas Power and Light Co. assumed operations. Natural gas and City water were added in 1936. In 1938, the City constructed a \$90,000 citywide sewer system. The Round Rock Public Library, first organized in 1962 by the Ladies Home Demonstration Club, is now recognized as one of the premier libraries in the Central Texas area.

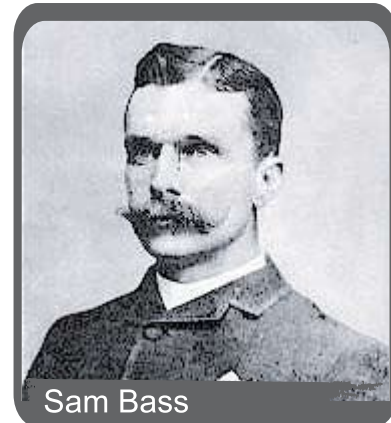
But national crises often intervened to slow the advance of progress. With the advent of World War II, more than 350 Round Rock men followed the example set by their fathers and grandfathers in the Spanish American War and World War I, and enlisted to fight. Citizens of Round Rock have fought in the Korean, Vietnam, Desert Storm wars and continue to serve in the armed services.

But not even the intervention of war could keep Round Rock down for long. Even before the relocation of Dell Computer to Round Rock, city industry received national acclaim as a business friendly community producing quality products. A broom made at the Round Rock Broom Company (est. 1876) won a gold medal at the 1904 Saint Louis World's Fair. A barrel of lime produced at the Round Rock White Lime Plant was also judged superior at the World's Fair, and it too was awarded a gold medal. Cheese produced at the Round Rock Cheese Factory (est. 1928) won a second place silver medal at the National Dairy Show in Memphis, and in 1929, received a first place ribbon at the Texas State Fair.

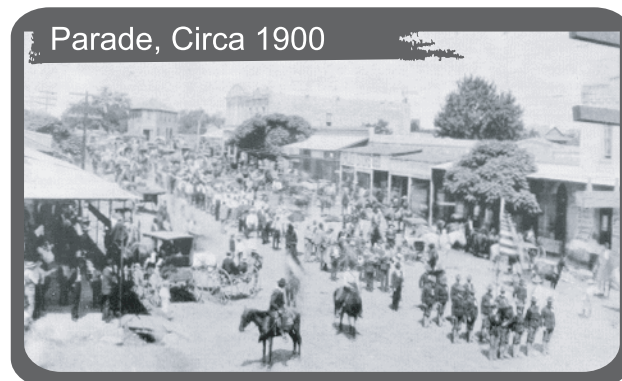
Today, Round Rock is a progressive community, home to international industry, several large shopping centers, major medical facilities, several university complexes, a professional quality golf course, and a minor league baseball team, the Round Rock Express. City services are recognized as among the best (and one of the best values) in the Central Texas area, and the City continues to have a reputation for being one of the safest cities in

the United States. And yet, Round Rock refuses to forget its roots. Its downtown historic district retains many of the buildings that stood at the turn of the last century, and annual events still celebrate the City's cultural heritage.

Round Rock continues to have a bright future through dynamic leadership and a firm commitment to its citizens. With Purpose, Passion and Prosperity as our driving forces, Round Rock continues to be a great place to call home.



Sam Bass



Parade, Circa 1900



Street Scene, Circa 1900



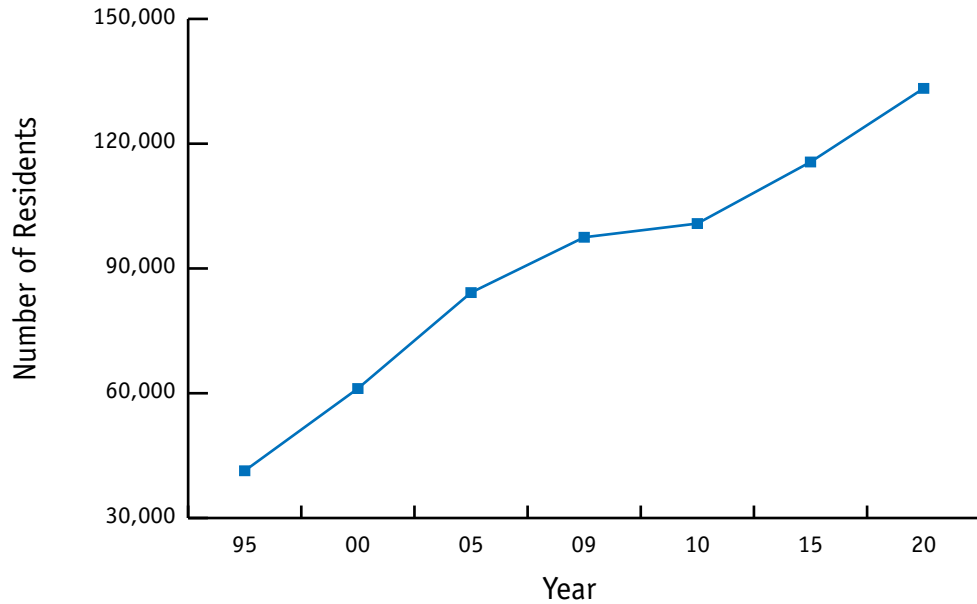
Round Rock Cheese Co.





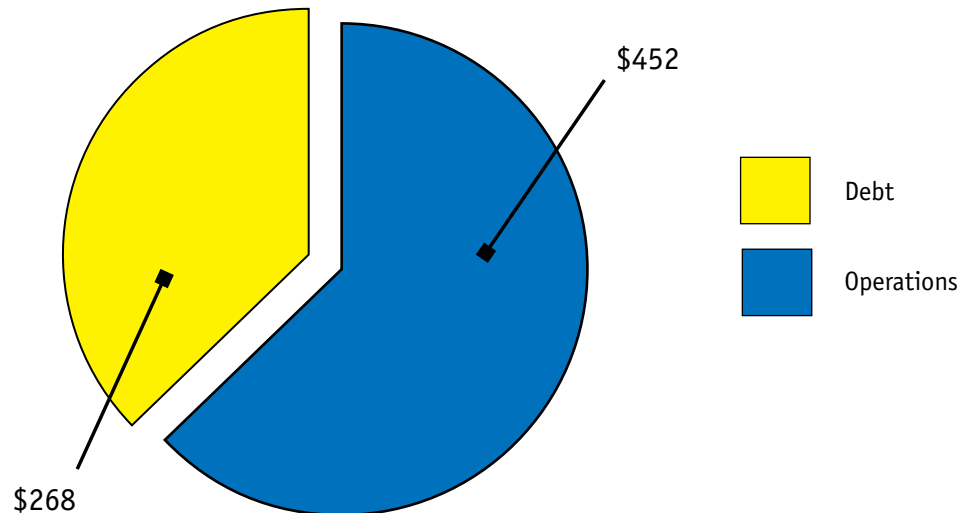
### City Population

#### Multi-Year Trend



Population trends, both historical and projected, are important indicators for determining service demands. Further analysis of the demographic profile of a community's population trend provides useful information in determining customer service expectations.

Year	Population
1995	41,360
2000	61,136
2005	84,200
2009	97,500
2010	100,800
2015	115,600
2020	133,300

**Tax Bill For \$181,480 Home****Total Tax Bill: \$720**

Last Year's Adopted Tax Rate	\$0.36522
This Year's Effective Tax Rate	\$0.37911
This Year's Rollback Rate	\$0.41133
<b>This Year's Adopted Tax Rate</b>	<b>\$0.39661</b>

Maintenance & Operations Component	\$0.24908
Debt Service Component	\$0.14753

## Summary:

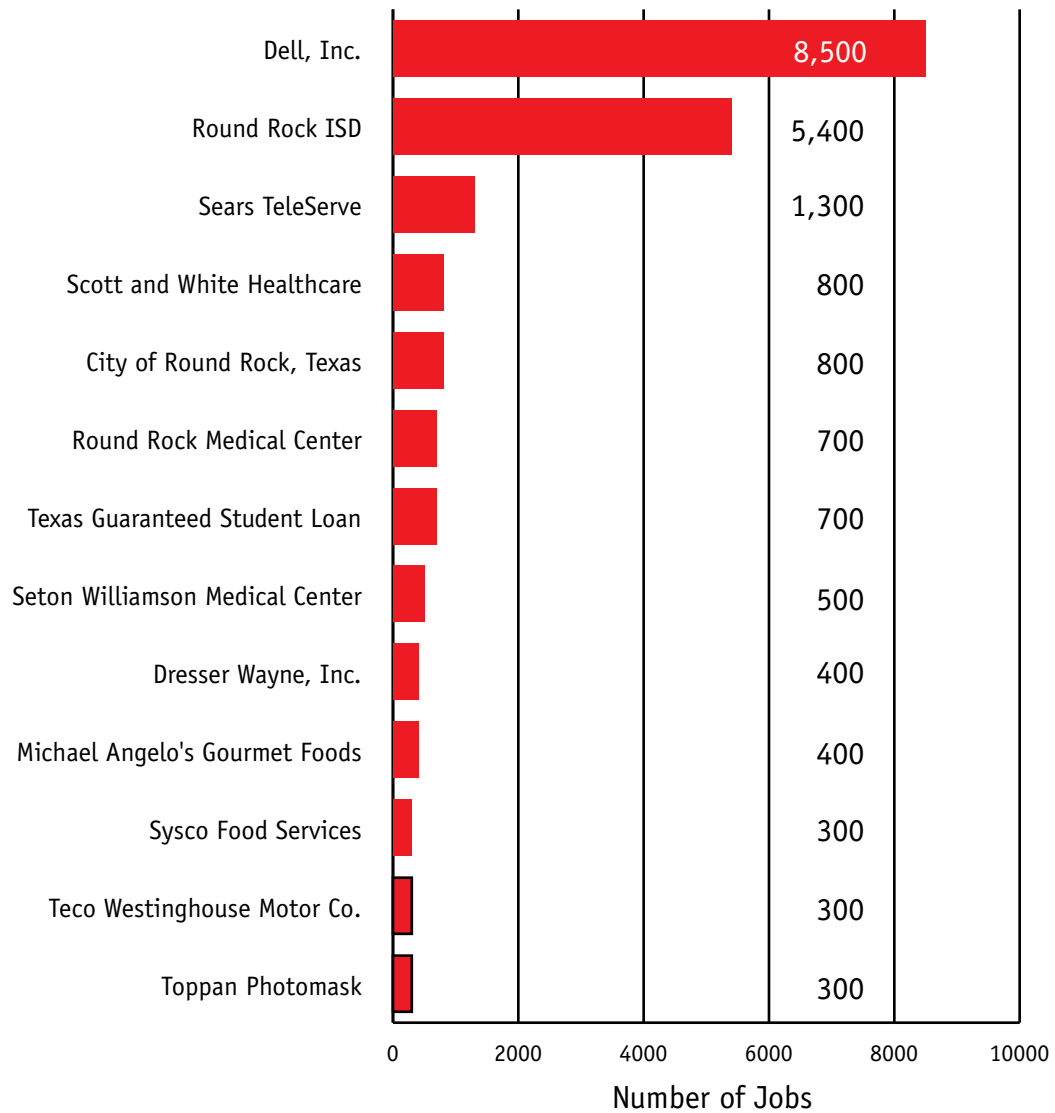
**This year's tax bill for an average residential property:**  
 $\$181,480 / \$100 \times \$0.39661 = \$719.76$

**Last year's tax bill for an average residential property:**  
 $\$185,325 / \$100 \times \$0.36522 = \$676.84$

Source: Williamson Central Appraisal District

## Jobs in Round Rock

## Major Employers



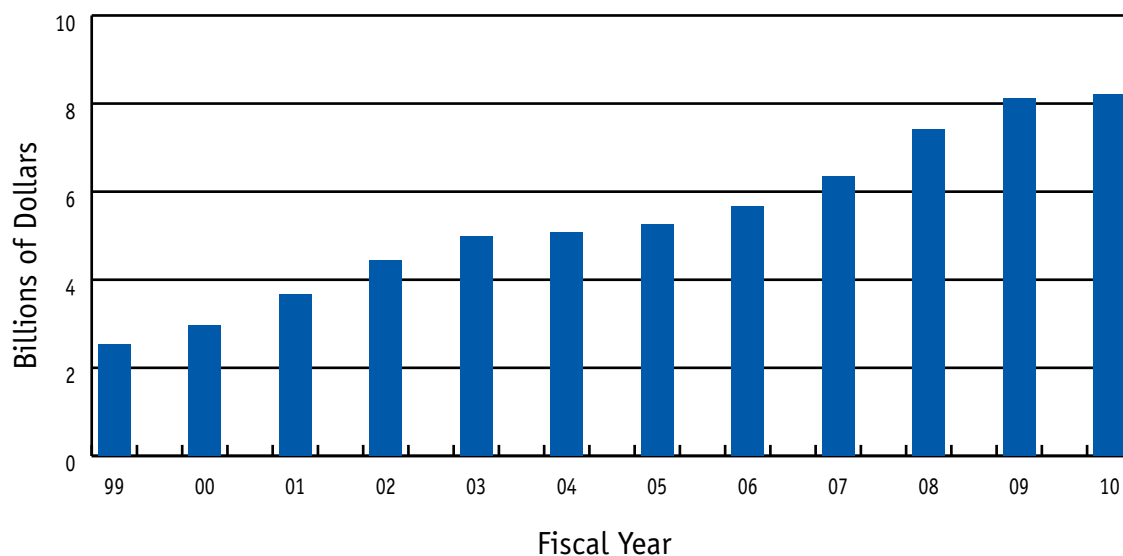
Specific information regarding the major employers in the community is provided by the above chart. The chart illustrates the importance of Dell, Inc. to the City's economy as well as the diversity of the companies making up our local economy.

Job creation in terms of basic jobs, those that import capital while exporting products or services, has been strong over the past several years. Basic jobs, in turn, create non-basic jobs as expenditures and payroll are reinvested in the community. Therefore, because of the strength in basic job creation, non-basic job growth has been strong as well.



## Taxable Property Values

## Multi-Year Trend

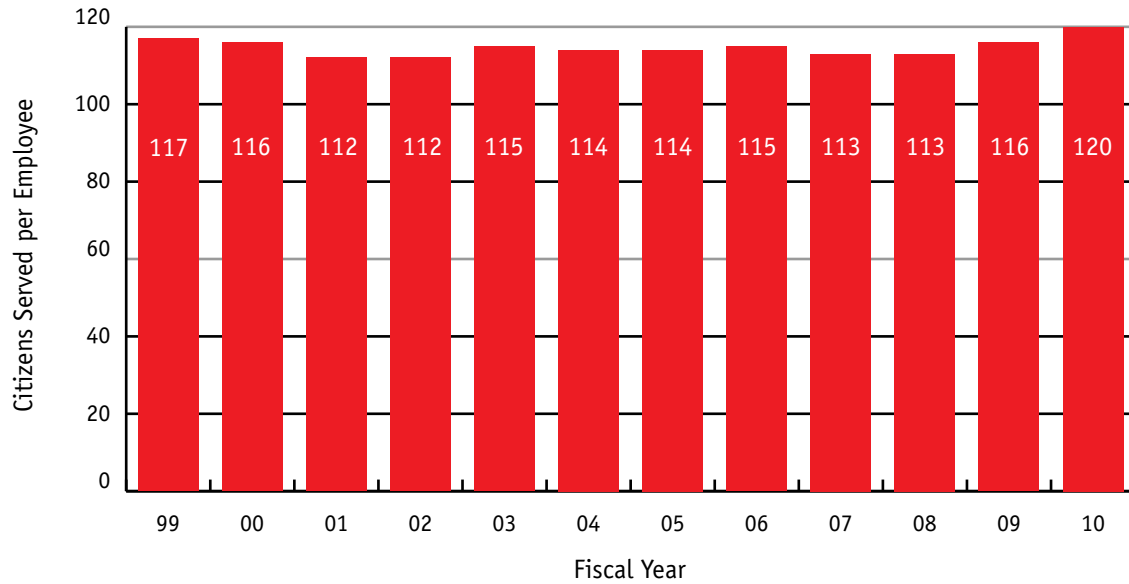


The property value comparison for several fiscal years indicates continued growth in property values. The certified tax roll indicates that values have increased steadily. The reflected values include new property added to the roll as of January 1 of each year.

Fiscal Year	Taxable Assessed Valuation	Fiscal Year	Taxable Assessed Valuation
1999	\$2,540,922,164	2005	\$5,251,484,692
2000	2,965,017,390	2006	5,667,029,945
2001	3,678,007,528	2007	6,356,956,240
2002	4,446,753,347	2008	7,417,279,787
2003	4,978,982,250	2009	8,121,902,884
2004	5,071,176,374	2010	8,206,161,568

### Round Rock Citizens Served

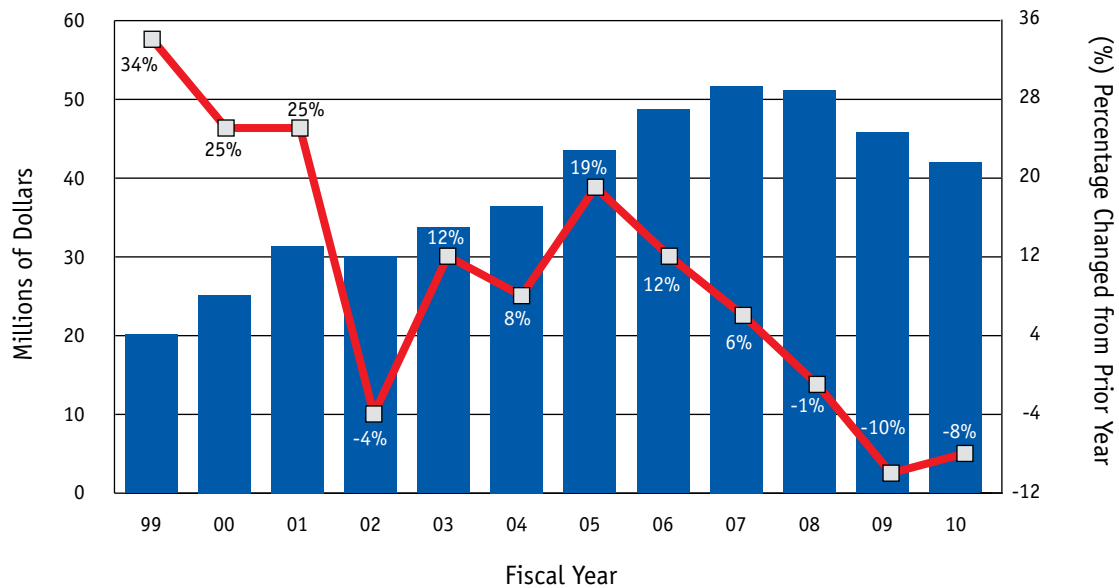
National Average = 1 Employee to 100 Citizens



Fiscal Year	Population	Employees (FTEs)	Citizens Served Per Employee
1999	53,860	462	117
2000	61,136	525	116
2001	66,495	596	112
2002	71,275	639	112
2003	75,402	655	115
2004	79,850	703	114
2005	84,200	738	114
2006	88,500	771	115
2007	90,100	794	113
2008	93,700	831	113
2009	97,500	838	116
2010	100,800	839	120

## Sales Tax Revenue Analysis

## Multi-Year Comparison



This chart illustrates growth characteristics in the City's commercial and economic bases. In 1988, voters authorized an additional 1/2 cent sales tax designation for the purpose of property tax reduction.

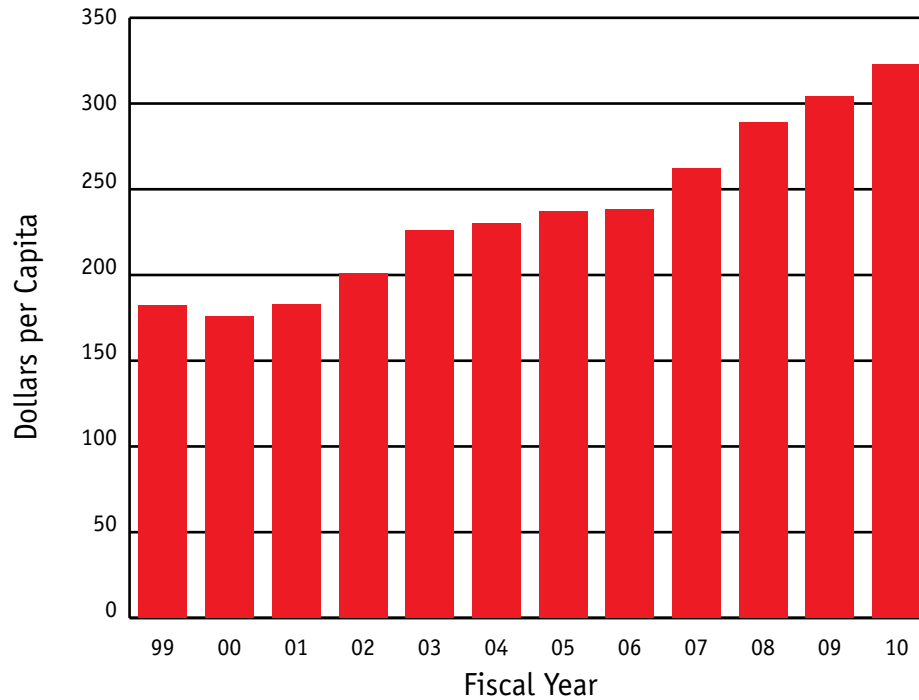
The data has been expressed in both actual dollars collected and as a percent change from the prior year and reflects a decrease in the projected revenue for Fiscal Year 2010 due to the economic downturn.

Fiscal Year	Amount	Fiscal Year	Amount
1999	\$20,166,740	2005	\$43,539,387
2000	25,142,236	2006	48,701,773
2001	31,369,798	2007	51,741,069
2002	30,043,138	2008	51,097,126
2003	33,767,748	2009	45,764,628
2004	36,482,227	2010	42,000,000



## Property Taxes per Capita

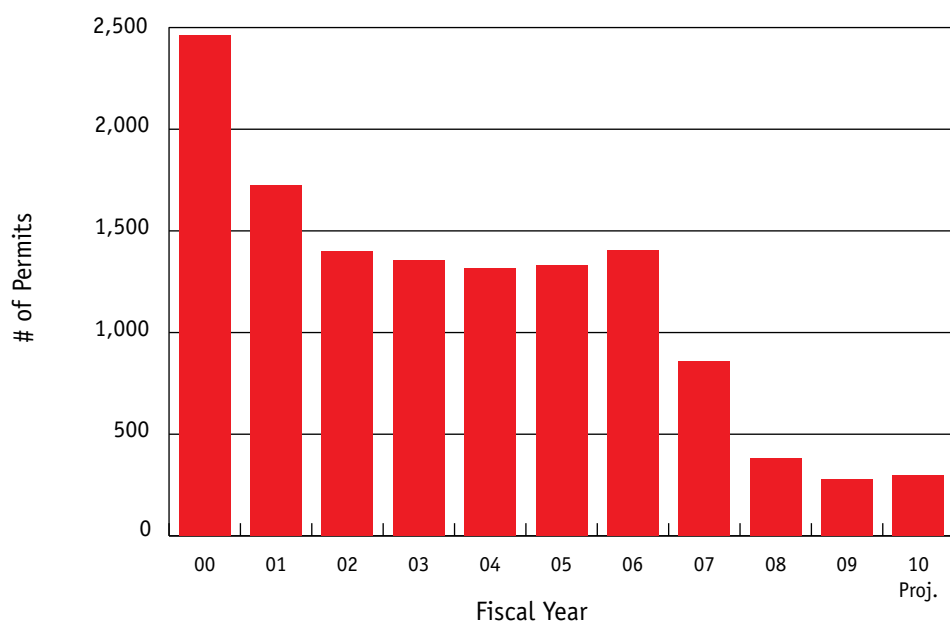
## Multi-Year Comparison



This chart indicates that taxes per capita are increasing, but it is important to understand the reason why. New properties added to the tax rolls are of a higher per capita value, indicating industrial and commercial property growth. This fact is also evidenced by the change in taxable assessed valuation illustrated below.

Fiscal Year	Taxable Assessed Valuation	Population	Property Tax Levy*	Taxes per Capita <sup>1</sup>
1999	2,540,922,164	53,860	9,782,550	182
2000	2,965,017,390	61,136	10,761,531	176
2001	3,678,007,528	66,495	12,148,827	183
2002	4,446,753,347	71,275	14,321,659	201
2003	4,978,982,250	75,402	17,038,077	226
2004	5,071,176,374	79,850	18,349,189	230
2005	5,251,484,692	84,200	19,940,938	237
2006	5,667,029,945	88,500	21,027,514	238
2007	6,356,956,240	90,100	23,587,486	262
2008	7,417,397,787	93,700	27,089,389	289
2009	8,121,902,884	97,500	29,662,814	304
2010	8,206,161,568	100,800	32,546,457	323

\* General Fund and Debt Service Fund    <sup>1</sup> Unadjusted for inflation

**Building Permits Issued****Single Family Residential Construction**

The graph above illustrates the number of single family residential building permits issued and anticipated to be issued by the City for the indicated fiscal years. This information is an indicator of current and future demand for City services.

Fiscal Year	Permits
2000	2,460
2001	1,722
2002	1,401
2003	1,354
2004	1,317
2005	1,332
2006	1,403
2007	859
2008	380
2009	280
2010 (Proj.)	300

